



WDIV

ORDER

Print Date 10/25/12 Page 1 of 3

Flight Dates 10/25/12-10/30/12

<u>Contract / Revision</u>	262992	/	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>			MICHIGAN GOP 2012	<u>Estimate #</u>	
10/24/12	10/24/12		<u>Agency Com</u> 15%	<u>Alt Order #</u>	06395222
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	ISS/MI GOP		3299 K Street, NW Suite 200 Washington, DC 20007	<u>Order Type</u>	GENERAL
<u>Agency</u>	Strategic Media Services			<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>				<u>Billing Calendar</u>	BROADCAST
3299 K Street, NW Suite 200 Washington, DC 20007				<u>Demographic</u>	A35+
				<u>Rev Codes</u>	AGY POL ISSUE
				<u>Product Codes</u>	PL-Issue
				<u>Priority</u>	P-2
				<u>Advertiser Ref</u>	

Primary Account Executive

Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Order Share 100% Market Value 71400

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	17	\$36,550.00	\$43,000.00	0.00	10/01/12	10/28/12	17	\$36,550.00	\$43,000.00
November 2012	12	\$24,140.00	\$28,400.00	0.00	10/29/12	10/30/12	12	\$24,140.00	\$28,400.00
Totals	29	\$60,690.00	\$71,400.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
E 1	WDIV	10/26/12	10/26/12	5-6am Local News M-F CM	530-6a		---- 1 --	:30	1	\$1,000.00	P-2	0.00	NM		1 \$1,000.00
				Local 4 News Today 5-6A	(5:30 AM-6:00 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---- 1 --		1				\$1,000.00		0.00			
E 2	WDIV	10/29/12	10/30/12	5-6am Local News M-F CM	530-6a		11-----	:30	2	\$1,000.00	P-2	0.00	NM		2 \$2,000.00
				Local 4 News Today 5-6A	(5:30 AM-6:00 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11-----		2				\$1,000.00		0.00			
E 3	WDIV	10/25/12	10/25/12	6-7am Local 4 News M-F CM	6A-630A		--- 1 ---	:30	1	\$2,200.00	P-2	0.00	NM		1 \$2,200.00
				Local 4 News Today @ 6/	(6:00 AM-6:30 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--- 1 ---		1				\$2,200.00		0.00			
E 4	WDIV	10/30/12	10/30/12	6-7am Local 4 News M-F CM	6A-630A		- 1 -----	:30	1	\$2,200.00	P-2	0.00	NM		1 \$2,200.00
				Local 4 News Today @ 6/	(6:00 AM-6:30 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1 -----		1				\$2,200.00		0.00			



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Hiatus Dates

Original Date / Revision

10/24/12

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Order Sep 00:15:00

Advertiser **ISS/MI GOP**

Product MICHIGAN GOP 2012

Estimate



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Hiatus Dates

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Product MICHIGAN GOP 2012

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 18	WDIV	10/27/12	10/27/12	Sat 6-8am Loc News CM		7-8am	-----1-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00	
Sat 6-8am/Local 4 News (7:00 AM-8:00 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----1-		1	\$2,000.00			0.00						
E 19	WDIV	10/27/12	10/27/12	Sat Local 4 News @ 11CM		11-1130P	-----1-	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00	
Sat 11-1130P Late News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----1-		1	\$6,500.00			0.00						
E 20	WDIV	10/28/12	10/28/12	Sun 6-730am Loc News CM		Sun 6-7am	-----1	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00	
Sun News 6-730am (6:00 AM-7:00 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----1		1	\$1,800.00			0.00						
E 21	WDIV	10/28/12	10/28/12	Sun 6-730am Loc News CM		Sun 7-7:30am	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
Sun News 6-730am (7:00 AM-7:30 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----1		1	\$1,200.00			0.00						
E 22	WDIV	10/28/12	10/28/12	Sun 9-10am Today Show CM		9A-10A	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00	
Sun Today Show 9-10A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----1		1	\$3,000.00			0.00						
														Totals	29	\$71,400.00